

## INVOICE



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
Main: (505)884-7777  
Billing: (916)325-3266

www.koat.com

Billing Address:

Caldwell Media  
Attention: Joni Caldwell  
4010 Carlisle Blvd NE  
Albuquerque, NM 87107

Send Payment To:

KOAT  
PO Box 26868  
Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
939094-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Beth Pfefferle	Albuquerque - Local	Local

Advertiser	Product	Estimate Number
Breakthrough Strategies	Issue	New Energy Econo

Flight Dates	Order #	Alt Order #
08/25/12 - 09/08/12	939094	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	08/26/12	08/26/12	Action 7 News @ 5p Sun 5-530p		-----S	1:00	1	\$475.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/20/12	08/26/12	-----S	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Su	08/26/12	5:14 PM	Action 7 News @ 5p Sun	5-530p	1:00	FROG1812 60H	\$475.00 NM
12	08/25/12	08/25/12	Action 7 News @ 10p Sat 10-1035p		-----S-	1:00	1	\$475.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/20/12	08/26/12	-----S-	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Sa	08/25/12	10:22 PM	Action 7 News @ 10p Sat	10-1035p	1:00	FROG1812 60H	\$475.00 NM
<b>Total Spots</b>							<b>2</b>		

## Payment Terms 30 Days

Gross Total	\$950.00
Agency Commission	\$142.50
Net Amount Due	\$807.50



**KOAT**  
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 Albuquerque, NM 87107  
 (505)884-7777

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# CONTRACT

<b>Contract / Revision</b> 939094 /		<b>Alt Order #</b>
<b>Product</b> Issue		
<b>Contract Dates</b> 08/25/12 - 09/08/12		<b>Estimate #</b> New Energy Economy
<b>Advertiser</b> Breakthrough Strategies		<b>Original Date / Revision</b> 08/23/12 / 08/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KOAT	<b>Account Executive</b> Beth Pfefferle	<b>Sales Office</b> Albuquerque - L
<b>Special Handling</b>		
<b>Demographic</b> W35-54		
		<b>Total Ratings</b> 133.00
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Caldwell Media**  
 4010 Carlisle Blvd NE  
 Albuquerque, NM 87107

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
D 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
D 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		Class of Time - Immediately Pre-emptible without notice											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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<u>Contract / Revision</u>	<u>Alt Order #</u>
939094 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/08/12	Issue	New Energy Economy

<u>Advertiser</u>	<u>Original Date / Revision</u>
Breakthrough Strategies	08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00			
D 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00
D 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00
D 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00			
Totals										133.00		37	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
<b>Totals</b>	37	\$26,425.00	\$22,461.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## CONTRACT



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And:

**Caldwell Media**  
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**Albuquerque, NM 87107**

<b>Contract / Revision</b> 939094 /		<b>Alt Order #</b>
<b>Product</b> New Energy Economy		
<b>Contract Dates</b> 08/25/12 - 09/08/12		<b>Estimate #</b>
<b>Advertiser</b> Breakthrough Strategies		<b>Original Date / Revision</b> 08/23/12 / 08/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KOAT	<b>Account Executive</b> Adeline Herrera	<b>Sales Office</b> Albuquerque - R
<b>Special Handling</b>		
<b>Demographic</b> W35-54		
		<b>Total Ratings</b> 133.00
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
Week:		09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
Week:		09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----				0	\$0.00	0.00			
Week:		08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
Week:		09/03/12	09/09/12	-----				0	\$0.00	0.00			
6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									

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<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Product</u> New Energy Economy	<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
--	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
--	1	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
I 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			

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Contract / Revision	Alt Order #
939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	New Energy Economy	

Advertiser	Original Date / Revision
Breakthrough Strategies	08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS	5				\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-	1				\$475.00	0.00			
<b>Totals</b>										<b>133.00</b>		<b>37</b>	<b>\$26,425.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
<b>Totals</b>	<b>37</b>	<b>\$26,425.00</b>	<b>\$22,461.25</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

And:

Caldwell Media  
4010 Carlisle Blvd NE  
Albuquerque, NM 87107

<b>Contract / Revision</b> 939094 /		<b>Alt Order #</b>
<b>Product</b> New Energy Economy		
<b>Contract Dates</b> 08/25/12 - 09/08/12		<b>Estimate #</b>
<b>Advertiser</b> Breakthrough Strategies		<b>Original Date / Revision</b> 08/02/12 / 08/03/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KOAT	<b>Account Executive</b> Adeline Herrera	<b>Sales Office</b> Albuquerque - R
<b>Special Handling</b>		
<b>Demographic</b> W35-54		
		<b>Total Ratings</b> 215.80
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	9	\$0.00

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**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

www.koat.com

Contract / Revision	Alt Order #
939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	New Energy Economy	

Advertiser	Original Date / Revision
Breakthrough Strategies	08/02/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				5	\$0.00	2.30			
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00			
Totals										215.80		73	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	2	\$950.00	\$807.50
08/27/12 -09/07/12	71	\$25,475.00	\$21,653.75
<b>Totals</b>	73	\$26,425.00	\$22,461.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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 (505)884-7777

www.koat.com

And:

**Caldwell Media**  
 4010 Carlisle Blvd NE  
 Albuquerque, NM 87107

# CONTRACT

<b>Contract / Revision</b> 939094 /		<b>Alt Order #</b>
<b>Product</b> New Energy Economy		
<b>Contract Dates</b> 08/25/12 - 09/08/12		<b>Estimate #</b>
<b>Advertiser</b> Breakthrough Strategies		<b>Original Date / Revision</b> 08/02/12 / 08/02/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KOAT	<b>Account Executive</b> Adeline Herrera	<b>Sales Office</b> Albuquerque - R
<b>Special Handling</b>		
<b>Demographic</b> W35-54		
		<b>Total Ratings</b> 174.40
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

Spots/

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
		Week: 09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
		Week: 09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
		Week: 09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
		Week: 09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----				0	\$0.00	0.00			
		Week: 08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
		Week: 09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 430a-105a	5a-105a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
<b>Totals</b>										174.40		53	\$25,475.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
939094 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/08/12	New Energy Economy	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Breakthrough Strategies	08/02/12 / 08/02/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/07/12	53	\$25,475.00	\$21,653.75
<b>Totals</b>	<b>53</b>	<b>\$25,475.00</b>	<b>\$21,653.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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